



OMNI NATIONAL CONSUMER MEDIA PLAN
2001-2002

	NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER							
	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
PUBLICATION																																																
Women's																																																
Better Homes & Gardens (7 Insertions)																																																
Ladies' Home Journal (8 Insertions)																																																
Family Circle (6 Insertions)																																																
Ebony (4 Insertions)																																																
Men's																																																
North American Hunter (4 Insertions)																																																
Sports Afield (9 Insertions)																																																
Popular Mechanics (9 Insertions)																																																
Playboy (7 Insertions)																																																
Field & Stream (6 Insertions)																																																
Outdoor Life (4 Insertions)																																																
General																																																
People Weekly (12 Insertions)																																																
Time (11 Insertions)																																																
Money (4 Insertions)																																																
Parade (8 Insertions)																																																
TV Guide (10 Insertions)																																																
National Enquirer (11 Insertions)																																																
American Profile (10 Insertions)																																																
Valassis Inserts (1 Insertion)																																																
Newspapers																																																
USA Today (3 Insertions)																																																

Spread, 4C Full Page, 4C

TOTAL IMPRESSIONS: 734,867,883

■ Spread, 4C

■ Full Page, 4C

TOTAL IMPRESSIONS: 734,667,883

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